

March 28<sup>th</sup> 2024 • Valhalla Inn • Thunder Bay, ON

# Opportunities Northwest

## Job Fair

Brought to you by





# NEW JOB

## Are You Looking for Employees?

We Hear You!

Do you lack the resources to search out potential employees? **You are not alone!** We've heard it from every industry: **Technology, Medical, Trades, Construction, Mining, Government, Retail, Hospitality and Tourism.**

Join the one-day in person event connecting **Businesses and Job Seekers!** **Opportunities Northwest Job Fair** is a multisector recruitment career fair supporting Northwestern Ontario's Economy and Employment Opportunities! **Over 1,700 people attended in 2023!** Engage in person to gain better insights! *Real Candidates, Real Conversations!*

# How We Can Help

Our Reach is Massive!

DougallMedia – Multimedia Powerhouse – has partnered with a professional event management company headed by Nancy Milani to reach job seekers from all of Northwestern Ontario from Wawa to Kenora! We have the ability to reach job seekers with our multimedia advertising campaign.

- RADIO**
- **ENERGY 103-104** – 5,434 Weekly Listeners
  - **91.5 CKPR** – 36,161 Weekly Listeners
  - **CFNO** – 30,000 Unduplicated Reach! Based in Marathon, ON reaching the North Superior and Greenstone regions.
  - **ROCK 94** – 29,987 Weekly Listeners
- TV**
- Extensive reach on **Thunder Bay Television**. Commercial Occasions that air during the **TBT Newshour** can reach **over 19,000 Viewers!**
- PRINT**
- Weekly distribution of the **Thunder Bay Source** to over **34,000 households** in **Thunder Bay** and surrounding areas including **Fort Frances, Upsala, Hudson, English River, Ignace, Dryden, Wabigoon and Sioux Lookout** to name a few.
- DIGITAL**
- Online promotional plan with premium ad positioning on Thunder Bay's #1 Local News Website [Tbnewswatch.com](http://Tbnewswatch.com) as well as sister websites [SNnewswatch.com](http://SNnewswatch.com) and [NWOnewswatch.com](http://NWOnewswatch.com) to ensure coverage from Wawa to Kenora!





# Event Marketing & Promotion

We know a thing or two about getting the word out!



## 91-5 CKPR, Rock 94 & Energy 103/104

Pre-promotion with **30 sec Produced Promotional Announcements, Live Announcer Mentions and On-Air Interviews!**

Live On Location with all stations on Event Day. **Includes dedicated webpages on all station websites promoting the event!**

## 93.1, 100.7 & 107.1 CFNO

North Shore and Greenstone coverage reach over 30,000 Unduplicated Listeners! **Includes 30 sec Produced Promotional Announcements, Live Announcer Mentions and On-Air Interviews!**



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## Thunder Bay Source

Pre-Promotion with  $\frac{1}{2}$  and  $\frac{1}{4}$  Page Print Ads



## CKPR Thunder Bay & Global Thunder Bay

Pre-Promotion with **30 Second Commercial Occasions, Around Town Interview** and inclusion in the **Community Calendar**



## #1 Local News Websites

Premium ad positioning on [TBnewswatch.com](http://TBnewswatch.com) - Thunder Bay's **#1 Local News Website** and sister websites [SNnewswatch.com](http://SNnewswatch.com), [NWOnewswatch.com](http://NWOnewswatch.com). Includes Page Takeover, Big Box, Mobile Footer, Alert Banner and inclusion on the homepage Hot Links!

**TB - SN - NWO**

**newswatch.com**







## How Are We Different?

We're unique in a few ways

- Unmatched ability to reach a massive audience through our diverse media properties to garner great attendance numbers!
- Understanding of the current recruitment environment and the many challenges faced by businesses in Thunder Bay and NW Ontario
- Exhibitor Booths come with a Media Package that may be used before or after the Career Fair depending on your recruitment needs
- Our Multimedia Account Executives are trained and experienced at helping you deliver the correct message to your target audience

## What Are People Saying?

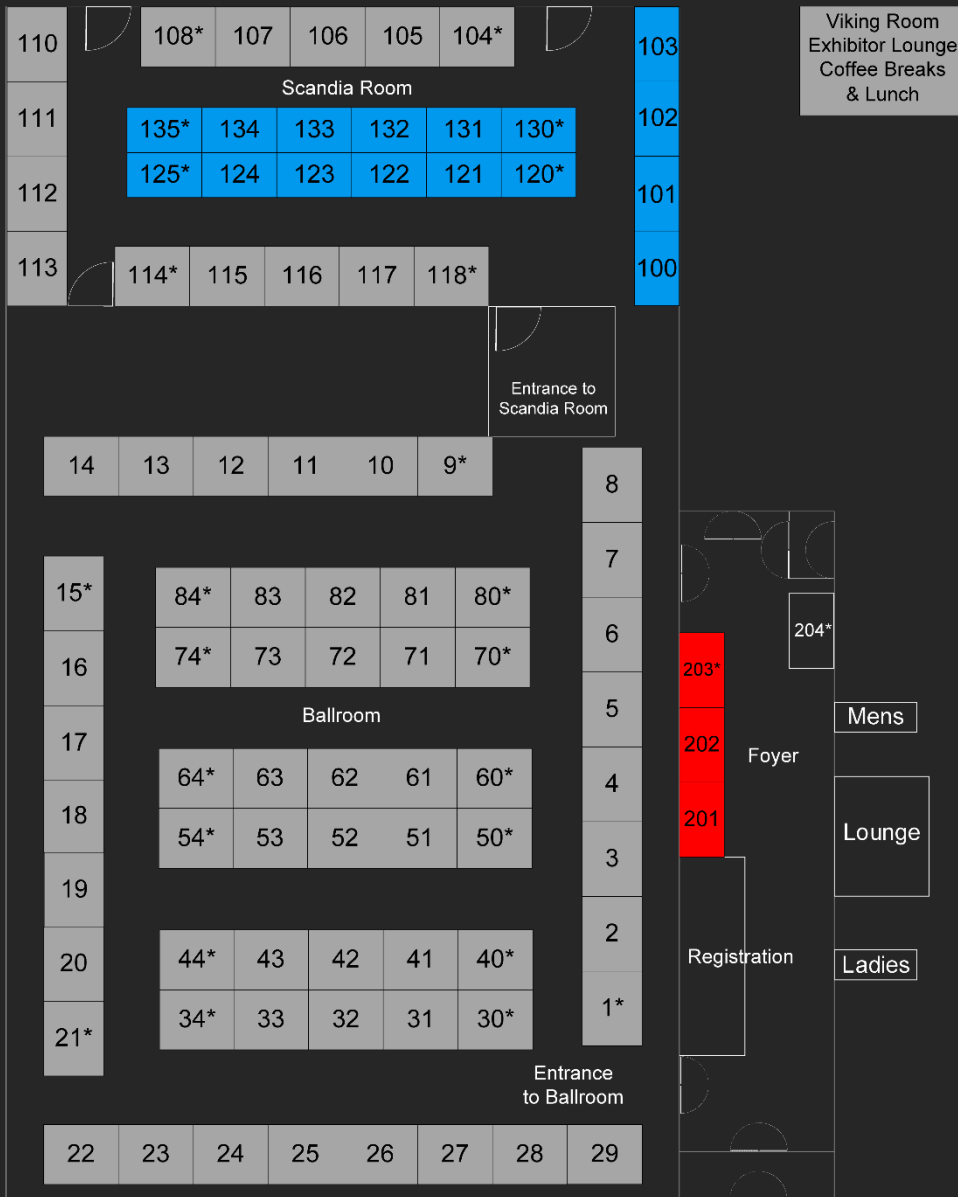
Past exhibitors have great things to say

*"Our team was very impressed with the whole event, was well put together. It was a great opportunity, I'm happy we did it! Thanks again"*

*- William W. Creighton Youth Services*

*"Overall it was a fantastic experience. I look forward to attending again in the future."*

*- Amik Catering, LP*



# Opportunities Northwest Job Fair Layout

Spots will fill quickly! Act Now!

## Questions? Contact Jenny Costanzo!

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